

now — LET YOUR IMAGINATION GO...



THE ROBINSON BRICK AND TILE COMPANY • DENVER
CERAMIC VENEER DIVISION



DISCOVER NEW DESIGN W

Ceramic Veneer is ancient, but Robco $\frac{3}{8}$ VitriNeer is new! New because it's "skin-thin"...only $\frac{3}{8}$ inch thick...a new thinness and lightness that lets you apply this time-tested material to so many architectural designs that were impractical before. The sketches you see here are but a few of the design possibilities that can be applied to Robco $\frac{3}{8}$ VitriNeer.

Imagine, a sheer ceramic-wall of brilliant color, flecked with daring sparks of contrast. Or, a reception hall ringed in richness to equal marble, but far from marble's cost. It's all possible with $\frac{3}{8}$ VitriNeer's large 12x16 in. modules... rare selection of colors...and your vivid imagination.

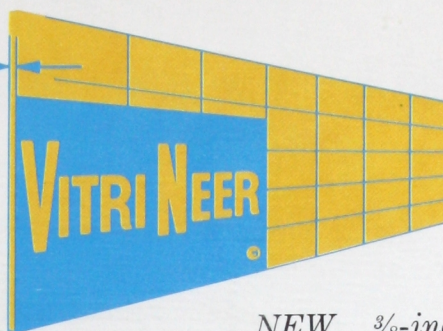
Robco's $\frac{3}{8}$ VitriNeer opens the world of creativity even wider for you... lets you step across the frontiers of conventionalism into a world bright with new concepts...new dimensions...new ideas, at a price that is realistic. And, it's practical...easy to install...yet with all the strength and wearability of heavier, harder-to-handle architectural ceramic veneer. Find out more about Robco's $\frac{3}{8}$ VitriNeer today. Send for samples, specifications. Then, let your imagination go!

INTERIOR
Achieve Individual
Expression in Design



EXTERIOR
Create Lasting
"First Impressions"!

WITH **ROBCO** $\frac{3}{8}$ "



NEW... $\frac{3}{8}$ -inch skin-thin architectural ceramic veneer!

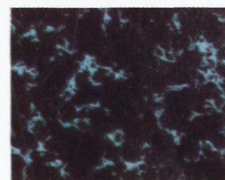
A sturdy, decorative, functional facing material for interior or exterior walls of new buildings, re-modelings!



Sea Foam—M-585



Cameo—M-584



Black Lilac—M-571



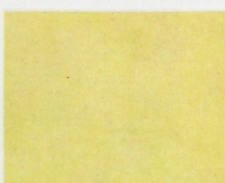
Frosted Spruce—M-567



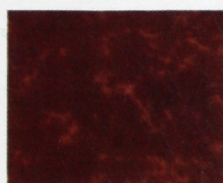
Coral—M-591



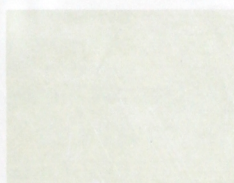
Turquoise—M-564



Sun Glow Yellow—M-586



Fall Red—M-582



Ivory—M-581



Pearl Gray—M-563



Cordovan Dapple—M-570



Horizon Blue—M-572



Ebony Pearl—M-590



Pink Sand—M-565

Special Colors

The 14 standard colors shown on this page are maintained in stock for immediate shipment. Special colors, matte or gloss finish, are often required for purposes of corporate identity or design harmony. Submit your color sample for quotation.

POSSIBILITIES AS VAST AS YOUR IMAG



PRECISION ENGINEERED — Robco's extensive development program has resulted in advanced automated production techniques which enables Robco to produce large, straight units of $\frac{3}{8}$ VitriNeer in unlimited quantities. VitriNeer meets or surpasses ASTM specifications for resistance to crazing, opacity of glaze, chemical resistance.

EASY TO CUT...INSTALL — An ordinary masonry saw is all that is needed on the job to cut $\frac{3}{8}$ VitriNeer. Or, it can be cut like glass with a regular carbaloy scribing tool quickly and without waste. Even curved cuts are easily made with a scribing tool. $\frac{3}{8}$ VitriNeer can be installed with cement mortar, modern adhesives, or by thin-bed methods.

ECONOMICAL — Robco's $\frac{3}{8}$ VitriNeer costs less to buy... costs less to install. In addition, its lighter weight... only 4 pounds per square foot... and less bulk results in less expensive shipping costs to job site.

Robco $\frac{3}{8}$ VitriNeer "QUICK-READ" SPECIFICATION CHART

Composition	Special high-fired ceramic body with lustrous ceramic glaze face
Thickness	$\frac{3}{8}$ -inch
Weight	4 pounds per square ft.
Face Dimension	12x16-inches (Nominal)
Distortion	Less than .004-inch/inch
Shear Strength	140 psi
Coefficient of expansion	.000004-inch/ $^{\circ}$ F.
Freeze-Thaw	50 cycles ASTM C62-58
Colors	14 standard colors, immediate shipping

THE ROBINSON

IMAGINATION!

ROBCO

$\frac{3}{8}$ "



most versatile of all architectural veneers

Workable Module: 12x16-in. size permits interesting design possibilities, limited only by the imagination.

Minimum Distortion: Less than .004-in. per inch. Size deviation, face distortion and variation from square are less in all cases than ASTM, Facing Tile Institute, or American Terra Cotta Institute standards.

Low Cost: In-the-wall cost is lower than marble, granite, architectural terra cotta or architectural veneers, stone aggregate, structural glass, and porcelain enameled metal... with all the inherent advantage of permanency and light weight.

Lightweight... easy to install: $\frac{3}{8}$ VitriNeer goes up quickly by standard methods. Alignment and manipulation are simple. It saws like plywood. Or, it can be cut like glass by scribing. Its reduced thickness and weight eliminates the need for reinforcing rods, metal clips and anchors to support the VitriNeer to the backing wall. Its lower weight also requires less structural support and less erection equipment. Architectural plans are usually sufficient for installing. Setting plans or shop drawings are not required because of simplicity of the shapes.

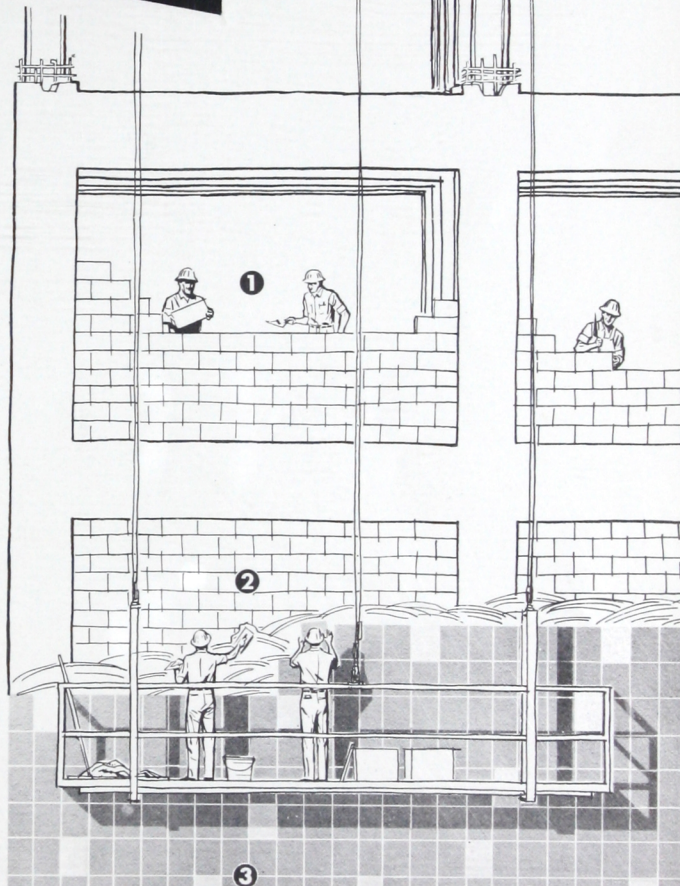
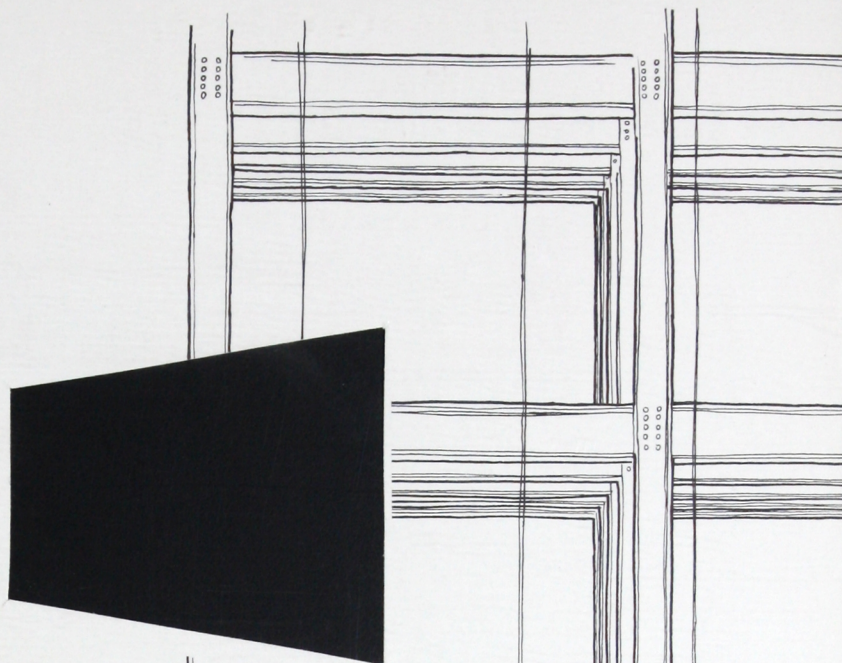
Strong... Durable: $\frac{3}{8}$ VitriNeer forms an inseparable monolithic unit with the wall behind it. Ceramic veneers have successfully withstood some of the most severe earthquakes that have occurred in this country. Shear strength of $\frac{3}{8}$ VitriNeer is 140 psi.

Resistant to heat and light: Low coefficient of expansion (.000004-in./in./°F) assures minimum temperature movement. Will not fade or discolor from long exposure to sunlight.

Only 4 shapes needed: Basic 12x16-inch stretcher unit with 4 shapes: Bull nose on short side, long side, two adjacent sides (right or left), or three sides (two short, one long).

Low-cost maintenance: Non-porous, ceramic, glazed surface impervious to dust, grime and grease. Easily washed off.

Freeze-Thaw No Problem: After 50 cycles, the average sample loss was 0.3%. No breakage occurred and no visible spalling of the glaze or body was apparent. Test results obtained from ASTM C62-58 recommended procedures for testing Severe Weather brick. Independent laboratory test data on request.

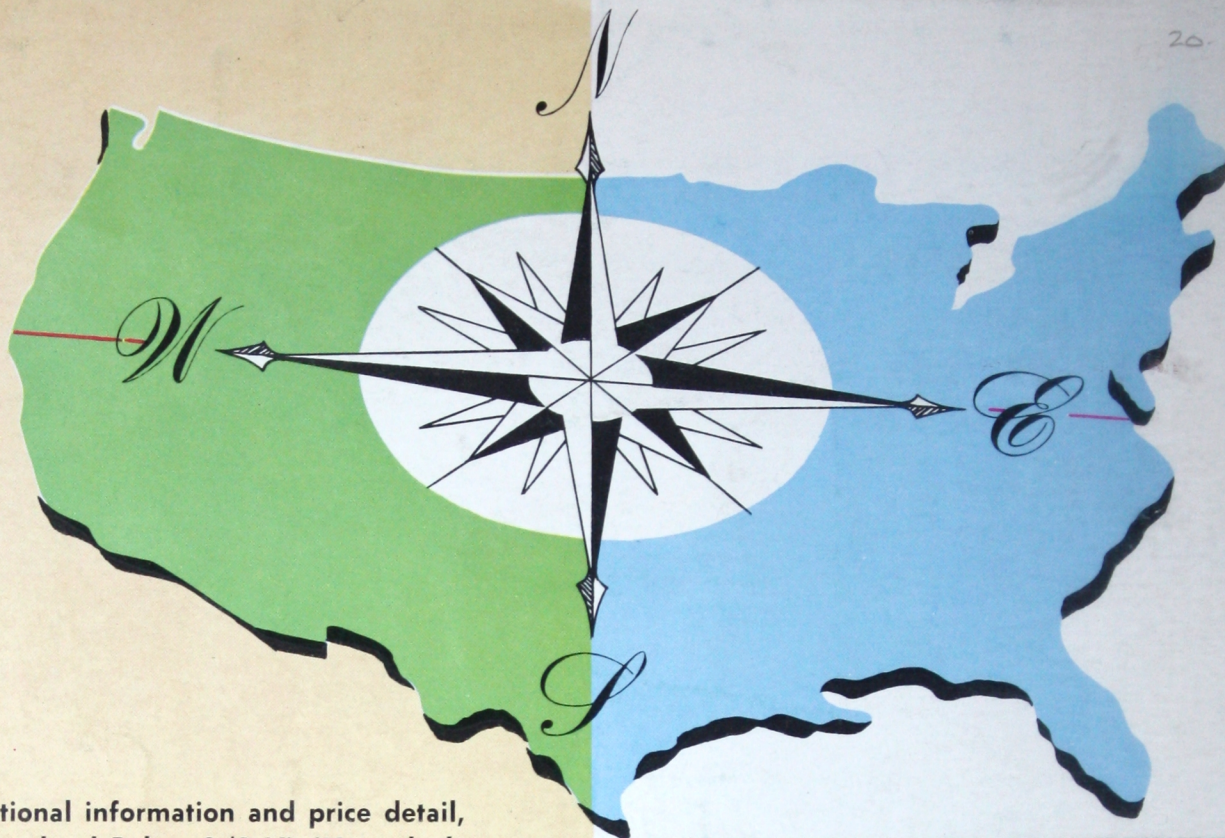


FAST EASY CONSTRUCTION USING ORDINARY MASONRY WALL CONSTRUCTION TECHNIQUES

- ① Crew inside lays up masonry back-up wall.
- ② Crew outside applies Robco $\frac{3}{8}$ VitriNeer right behind first crew.
- ③ When outside crew reaches top, they come down pointing and cleaning wall. The job is done!... Fast, Easy, Permanent.

BRICK AND TILE COMPANY

DENVER 23, COLORADO



**For additional information and price detail,
contact your local Robco 3/8 VitriNeer dealer.**

Throughout its market area, which includes the 50 states and Canada, Robco 3/8 VitriNeer is franchised through exclusive distributors who are especially trained and thoroughly grounded in their knowledge of the product. Distributors are within close telephone distance, and are anxious and qualified to help you.

The distributor in your area is:

Or write, wire or phone ROBCO—Denver.



send for:

Color Samples
Specification Sheets
Presentation Kit
Plus Additional Information

write:

The Robinson Brick and Tile Company
Ceramic Veneer Division
500 South Santa Fe Drive
Denver 23, Colorado

SINCE 1880



ROBCO

THE ROBINSON BRICK AND TILE COMPANY

Manufacturers of Structural Ceramic Glazed Facing Tile, 3/8 VitriNeer, and Face Brick
500 SOUTH SANTA FE DRIVE • PHONE SHerman 4-3371 • DENVER 23, COLORADO